

## **Claims**

What is claimed is:

1. A system providing automatic generation and retrieval of consumer information, comprising:  
an interactive component to motivate consumers to provide information input; and  
an analytical component providing feedback to the interactive component based upon profiles associated with the information input.
2. The system of claim 1, wherein the interactive and analytical components are configured as a mobile/standalone system to provide point-of-presence interactions with consumers.
3. The system of claim 1, wherein the interactive and analytical components are separated to provide remote interactions with consumers.
4. The system of claim 1, wherein the interactive component provides entertainment and rewards to induce interactions with consumers.
5. The system of claim 4, wherein the rewards further comprise at least one of: money, coupons, rebates, and credits.
6. The system of claim 4, wherein the entertainment further comprises at least one of music, video, audio, and challenges such as brain teasers, factoids, quizzes, and video games.

7. The system of claim 1, wherein the analytical component further comprises a logic engine for interpreting at least one rule set to determine the feedback provided to the consumer.
8. The system of claim 7, wherein the rule set is determined from demographic characteristics of the consumer.
9. The system of claim 7, wherein surveys are directed to the consumer based upon the rule set.
10. The system of claim 1, wherein the analytical component further comprises a data store for storing responses from the consumer.
11. The system of claim 10, further comprising a data mining subsystem for retrieving responses provided by the consumer.
12. A method providing automatic generation and retrieval of consumer information, comprising:
  - motivating an information provider at a point-of-presence associated with the information provider;
  - utilizing automated feedback to tailor output to the information provider;
  - storing the information provider's response to the output in a database; and
  - data mining the database to retrieve information associated with the information provider.
13. The method of claim 12, wherein the point-of-presence is provided *via* a mobile/standalone system.

14. The method of claim 12, wherein the point-of-presence is provided *via* remote interactions with the information providers.
15. The method of claim 12, further comprising:  
providing entertainment and rewards to induce interactions with information providers.
16. The method of claim 15, wherein the rewards further comprise at least one of:  
providing money, coupons, rebates, and credits.
17. The method of claim 15, wherein the entertainment further comprises at least one of:  
providing music, video, audio, and challenges such as brain teasers, factoids, quizzes, and video games.
18. The method of claim 12, further comprising:  
interpreting at least one rule set to determine the feedback provided to the information provider.
19. The method of claim 18, wherein the rule set is determined from demographic characteristics of the information provider.

20. A system providing automatic generation and retrieval of consumer information, comprising:

- means for motivating an information provider at a point-of-presence associated with the information provider;
- means for utilizing automated feedback to tailor output to the information provider;
- means for storing the information provider's response to the output in a database; and
- means for data mining the database to retrieve information associated with the information provider.

21. A computer readable medium having computer executable components, comprising:

- an interactive component to motivate consumers to provide information input; and
- an analytical component providing feedback to the interactive component based upon profiles associated with the information input.

22. A data packet adapted to be transmitted between at least two processes, comprising:

- an interactive component to motivate consumers to provide information input; and
- an analytical component providing feedback to the interactive component based upon profiles associated with the information input.

23. A computer readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information provided by consumers in response to interacting with a system to motivate the consumers to provide the information, the consumer motivation being respective functions of profiles of the consumers; and

a second data field containing data representing results from an analysis system which analyzed the information based at least upon respective profiles of the consumers.